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Windows in Eastern Europe

Bucharest, 19. May 2014



1. Eastern European Window Market

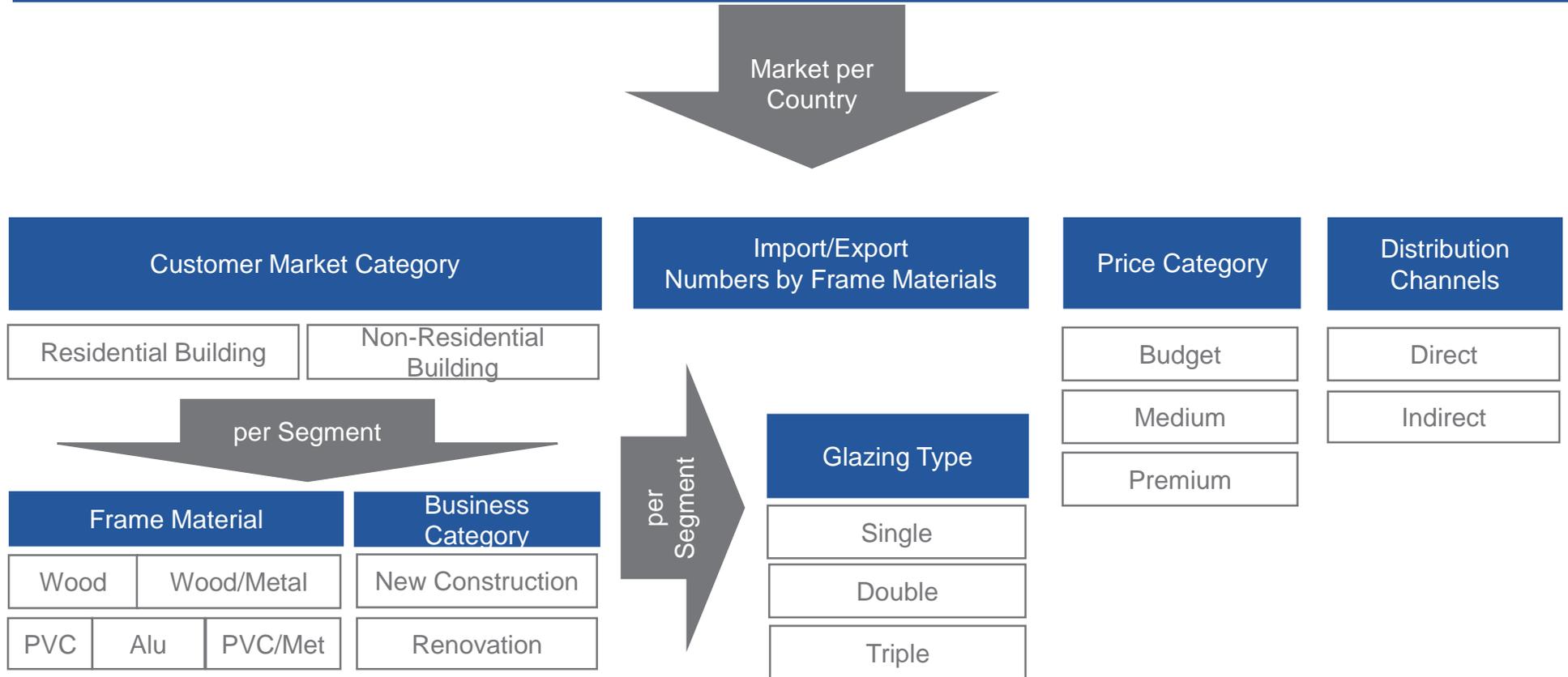
1.1 Regional Market Development

1.2 Frame Materials, Opening- and Glazing Types

1.3 Trade Flow



IC Market Forecast® Windows in Europe



For every segment we show the overall market from 2009 to the current year and a forecast until the year 2017



Windows in Eastern Europe

Eastern Europe

RUS	UKR		
POL	CZE	SLK	
HUN	ROU	BUL	
SLO	CRO	SRB	BIH





Definition and Demarcation

Value

Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included



Quantity

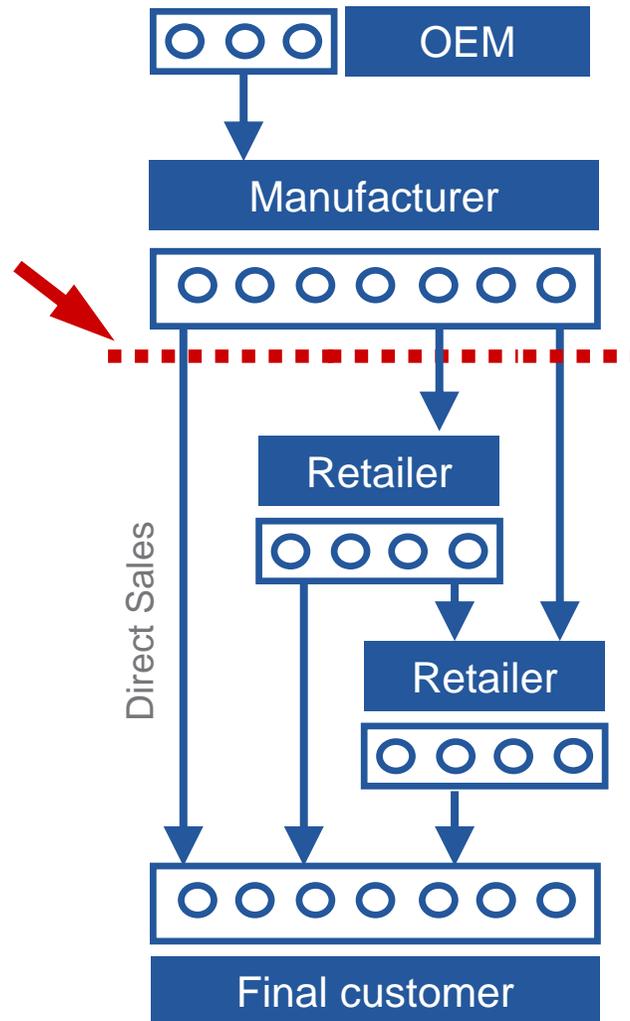
As there is no broadly accepted European Standard, turnover in quantity has been expressed in the German standard, defining one window unit as a statistical window with the size of $1,3 * 1,3 \text{ m} = 1,69 \text{ sq.m}$. As in many regions, companies are not prepared to quantify their window output in terms of size at all (e.g., window output is quantified in weight), transformation into window units is sometimes very difficult. We tried our best to provide reliable figures, nevertheless the turnover expressed in value may provide more significant information of the sales volume than the turnover expressed in quantity in some cases.



Not included: Exports, roof windows, glazed facades, conservatories

Interconnection measures the total revenue of a branch's net sales price to the first buyer on the provider market (no OEM).

The sales are segmented after the first distribution partner.

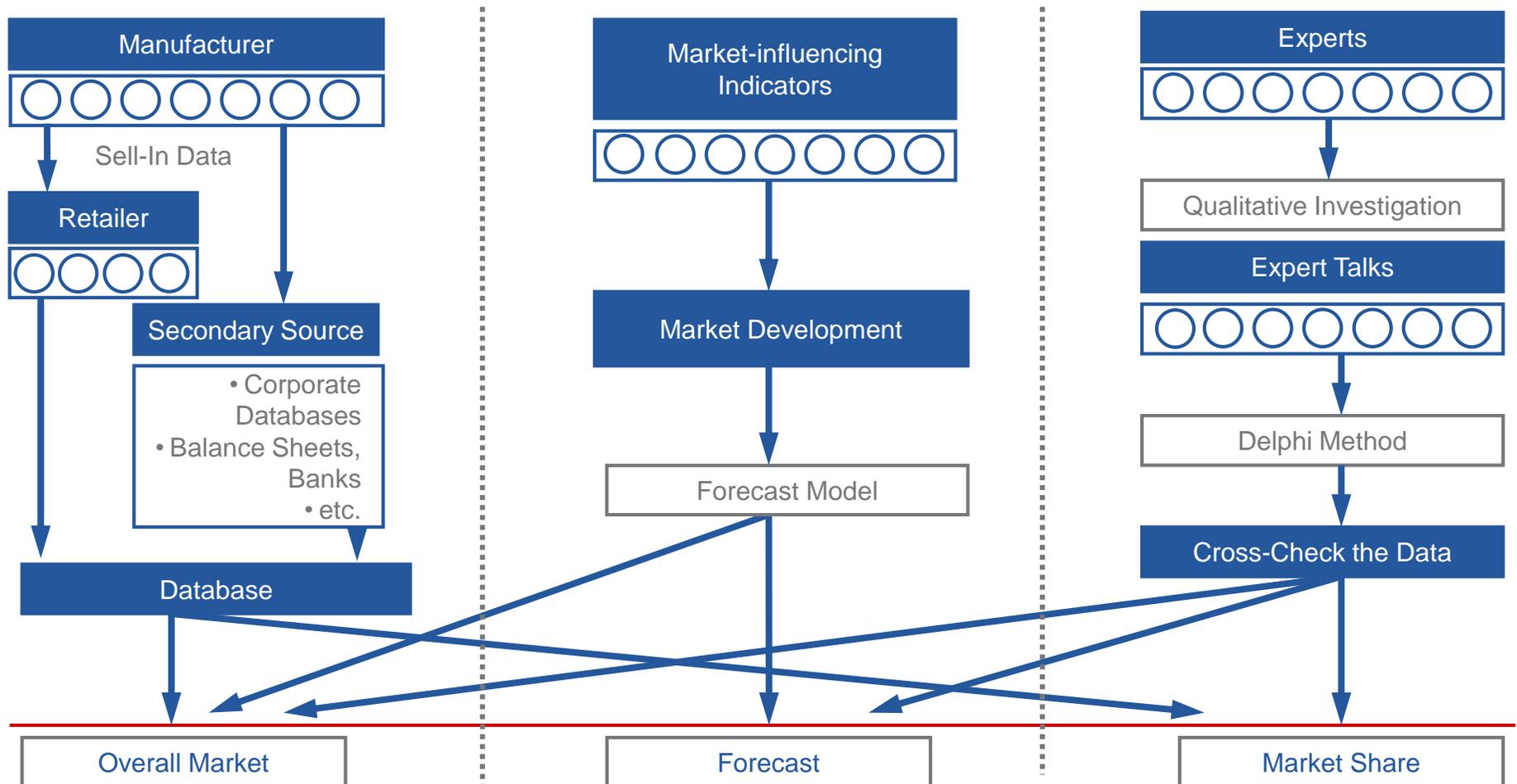


The study is based off of information from the most important manufacturers within the branch. This information is gathered from telephone interviews and also gathered from surveys. In contrast to this method partner companies receive portions of the surveys for free which in turn guaranties a higher response rate.

Interviews with distributors and specialty retailers are used to cross-check the data.

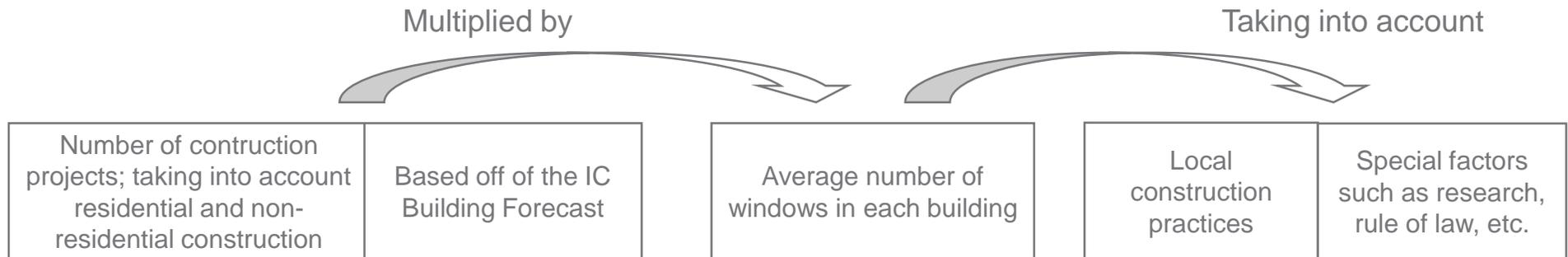
Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

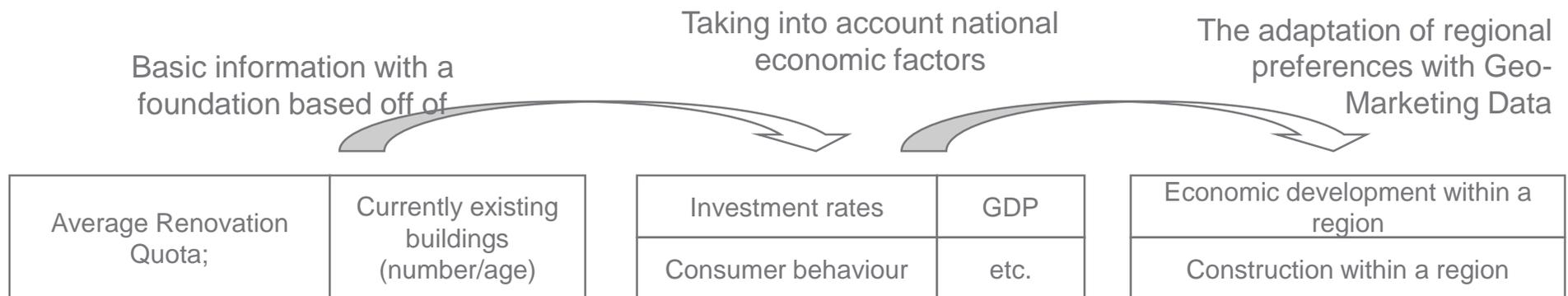


Calculation- and Forecast/Prediction Methods

Window Market on New Construction Sites



Window Market in Renovated Structures





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1.1 Regional Market Development

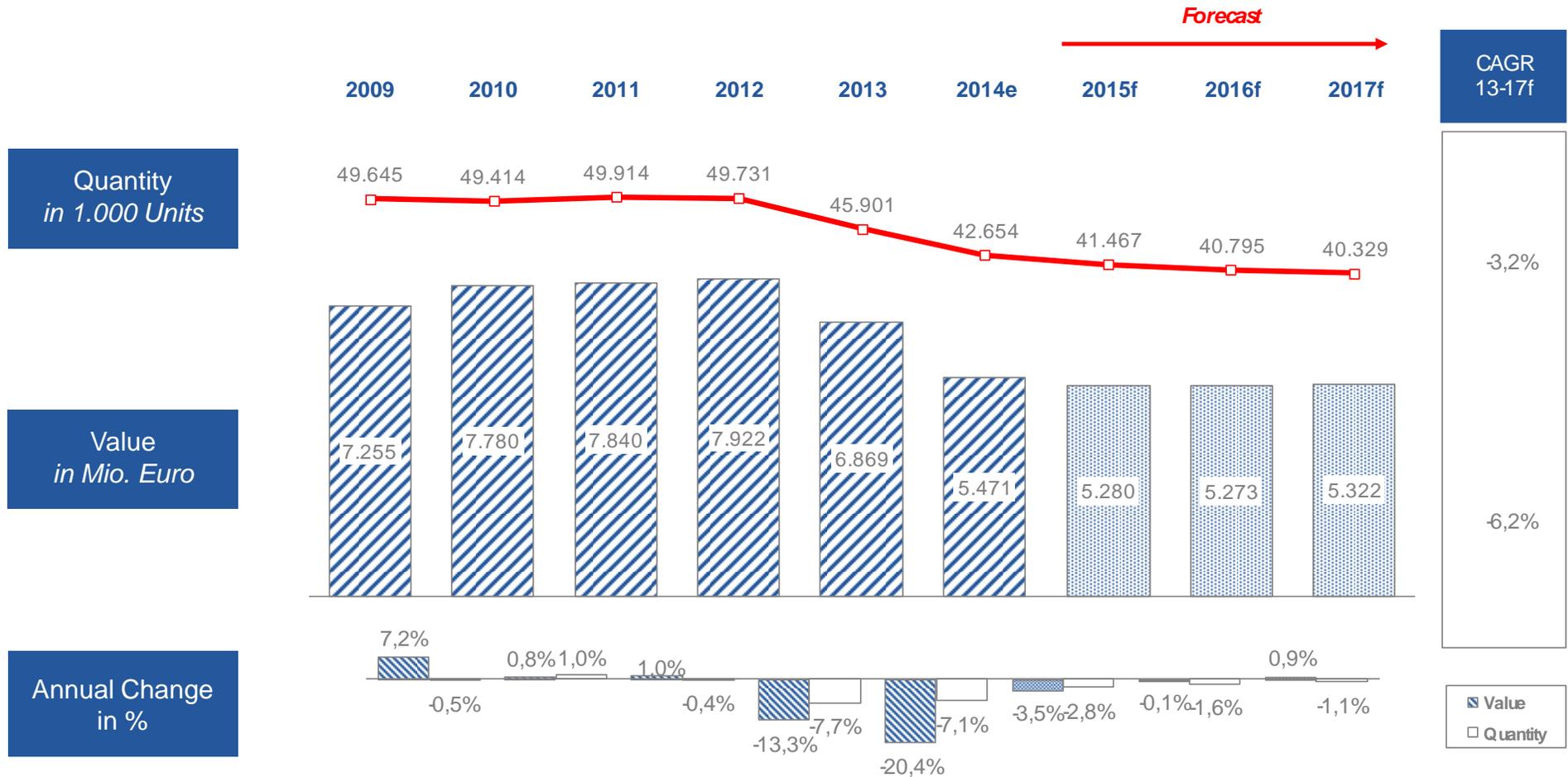
1.2 Frame Materials, Opening- and Glazing types

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2013 Not a Good Year for Markets in CEE

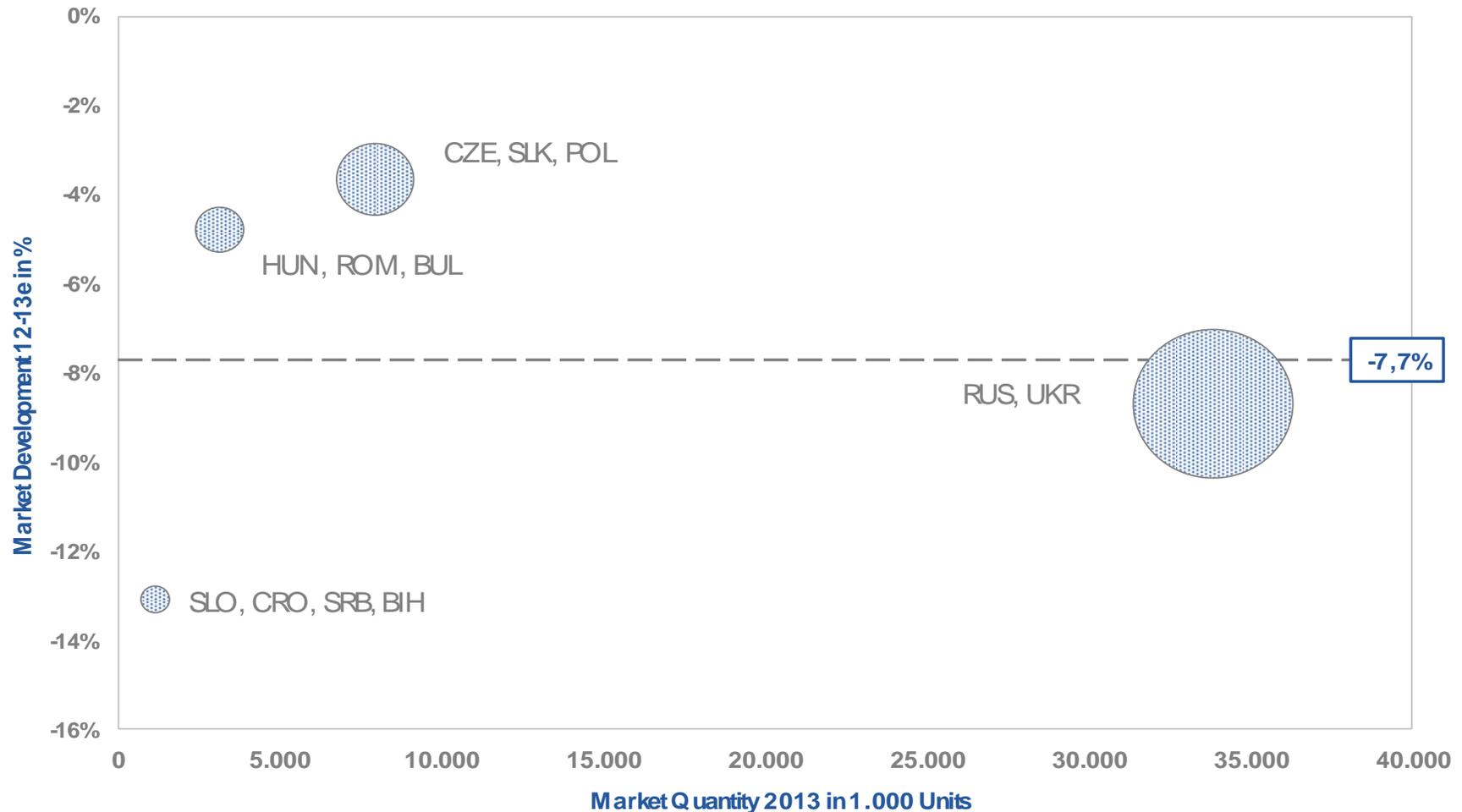
Eastern Europe: Window Market 2009 – 2017f, Quantity in 1.000 Window Units, Value in Mio. Euro





Russia Drags Total Market Development Down

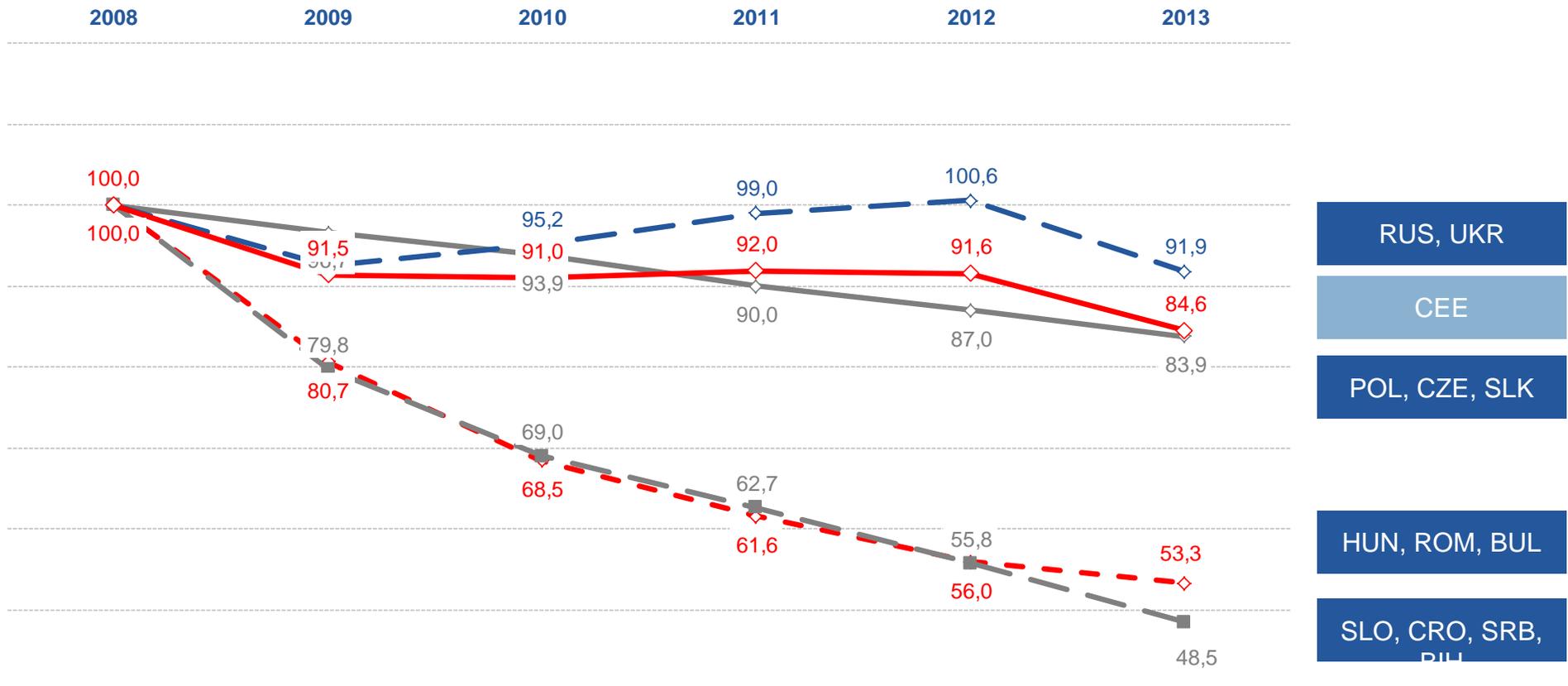
Eastern Europe 2013: IC-Market Shares / Market Development Portfolio by Regions, according to Quantity





Western Balkans Suffer the Most

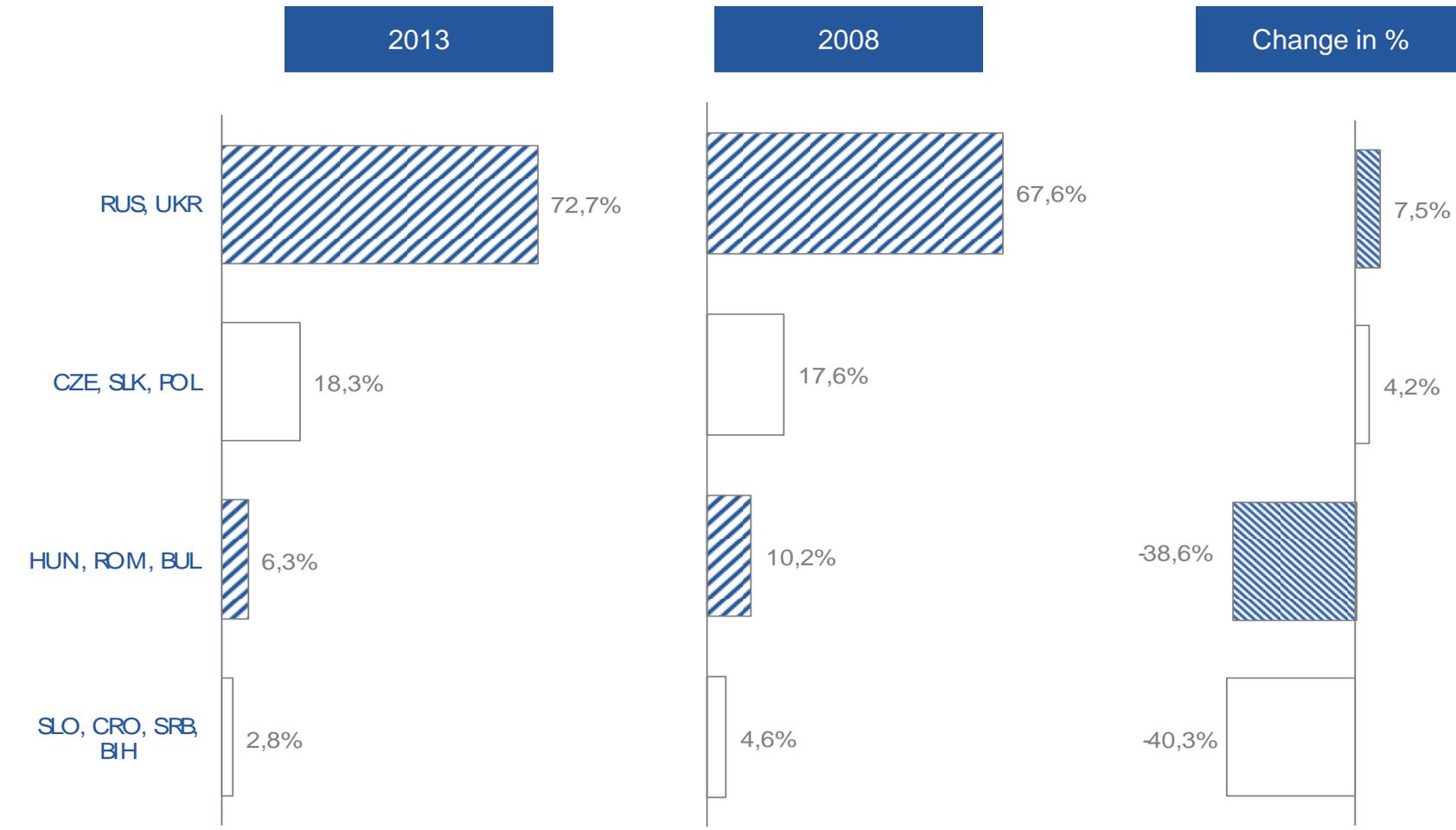
Eastern Europe: Windows Market by Regions 2008 – 2013; Development index; 2008 = 100; according to Quantity





Russia & Ukraine is Obviously the Biggest Window

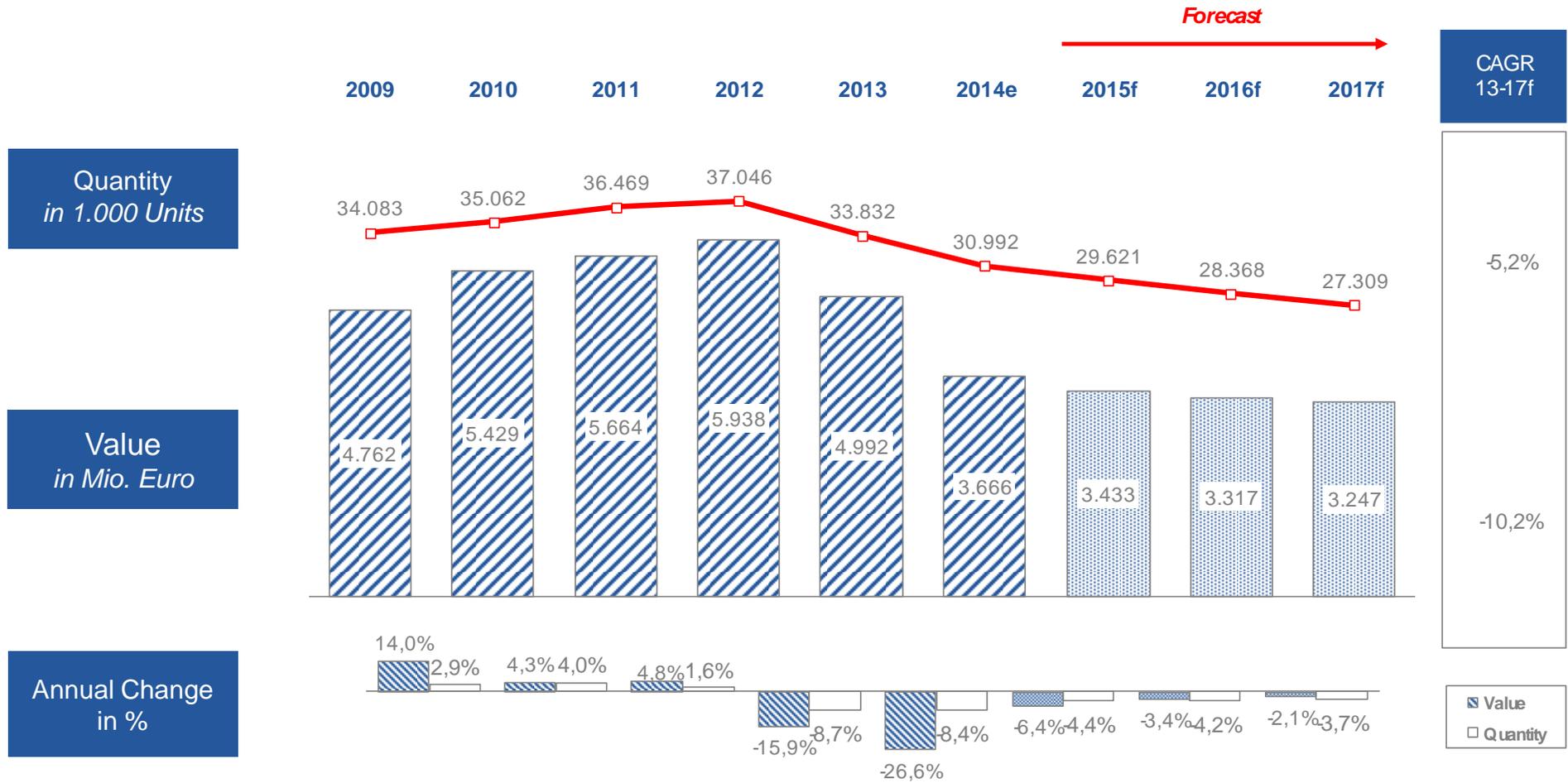
Region
Eastern Europe: Windows Market 2013 vs. 2008, according to Value





Golden Age of Renovation Is Over

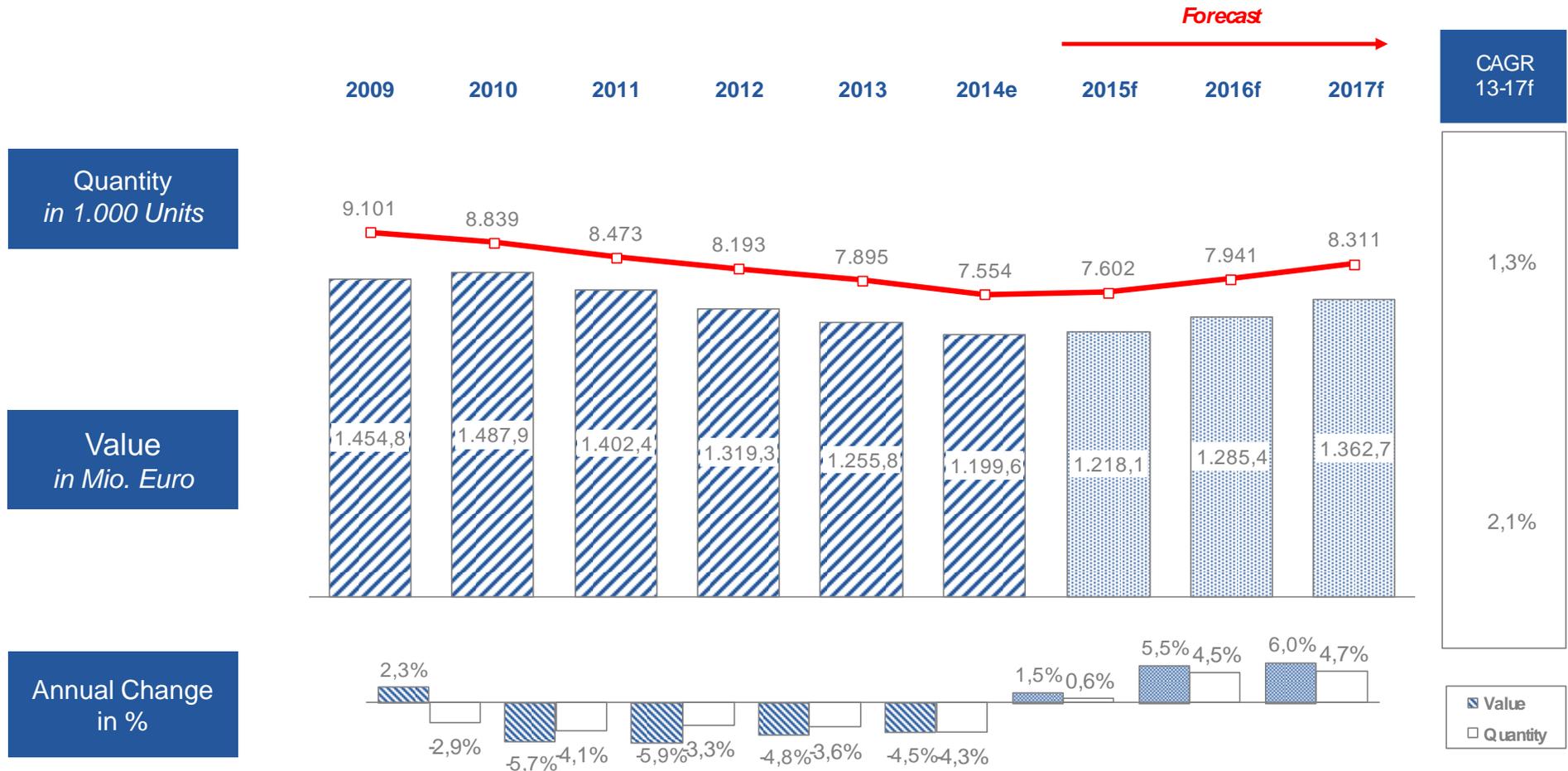
Russia, Ukraine: Windows Market 2009 – 2017f, Quantity in 1.000 Units, Value in Mio. Euro





No Surprise Polish Fabricators Tend to Export

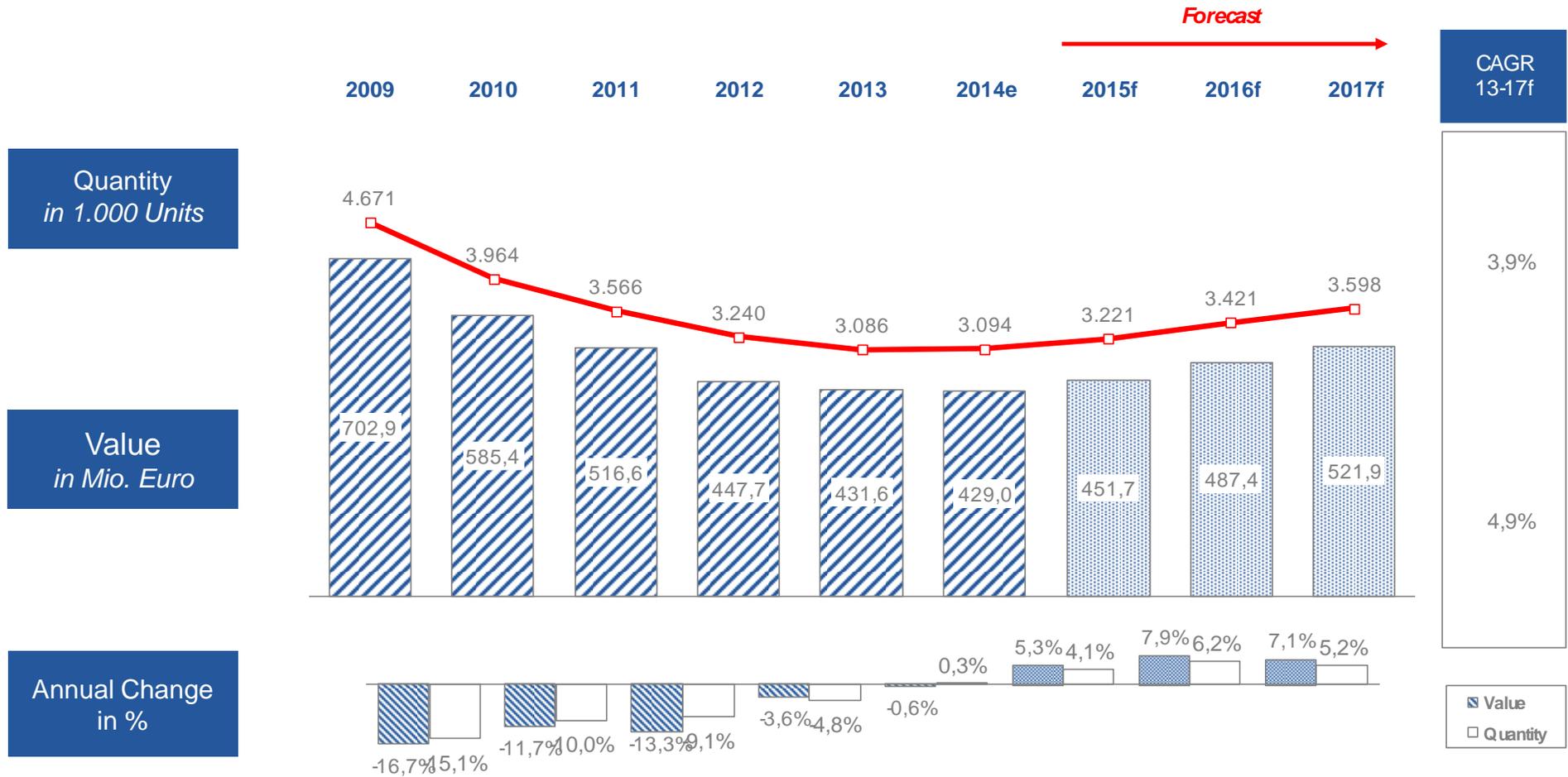
Poland, Czech, Slovakia: Windows Market 2009 – 2017f, Quantity in 1.000 Units, Value in Mio. Euro





Eastern Balkans Show Signs of Recovery

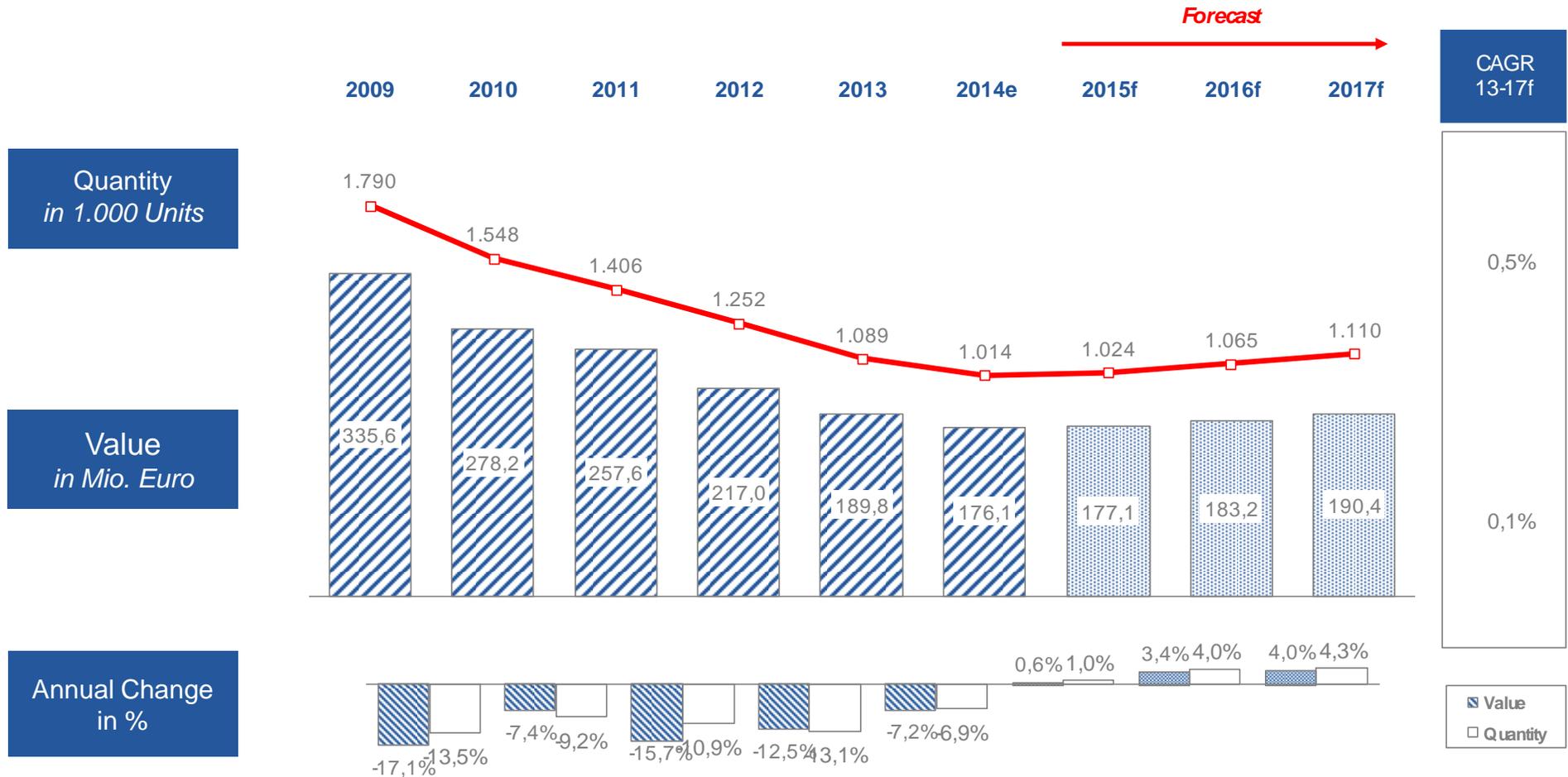
Hungary, Romania, Bulgaria: Windows Market 2009 – 2017f, Quantity in 1.000 Units, Value in Mio. Euro





Since 2009 Total Market Declined by 43%

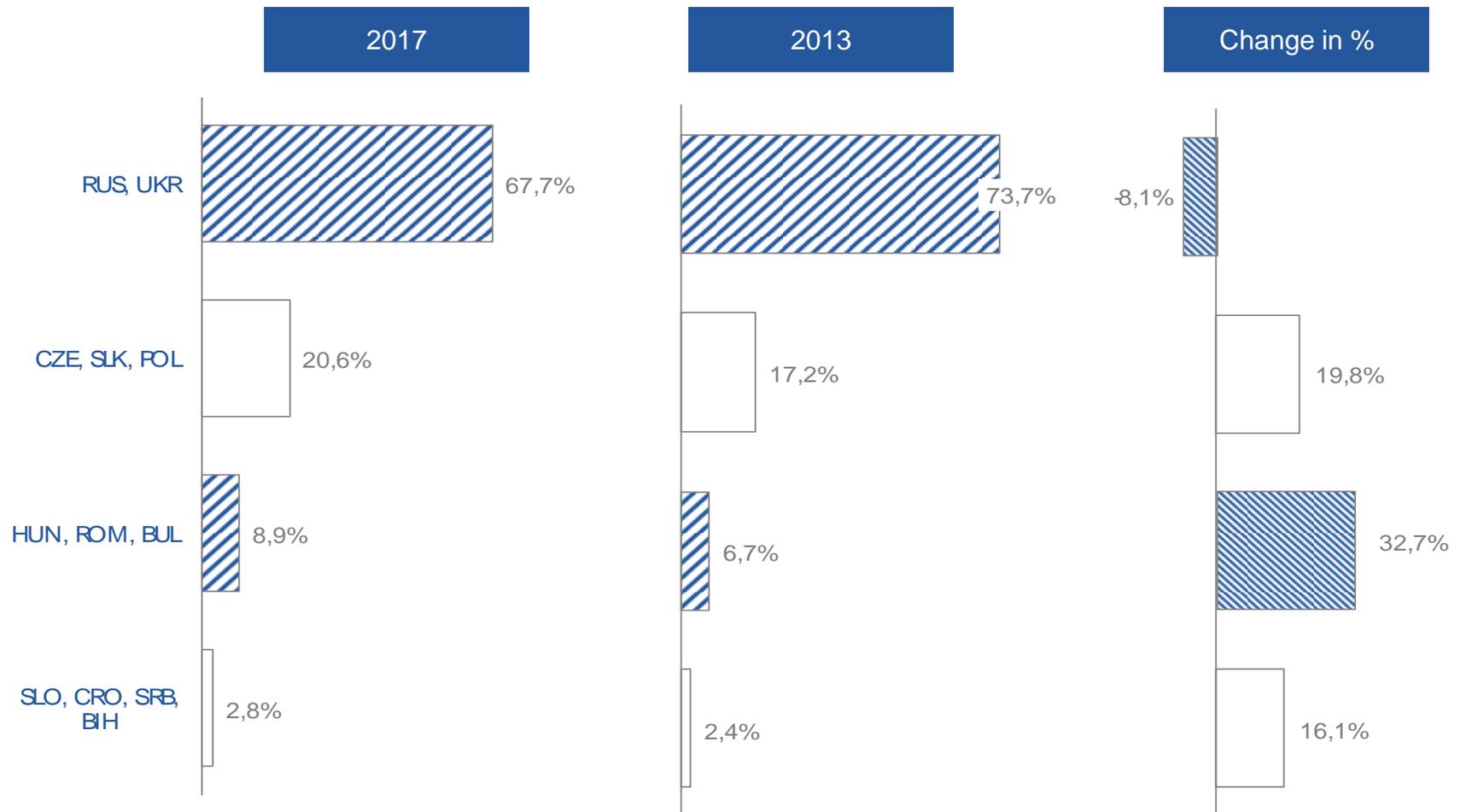
SLO, CRO, SRB, BIH: Windows Market 2009 – 2017f, Quantity in 1.000 Units, Value in Mio. Euro





Outlook in Russia and Ukraine Not Good

Europe Total: Windows Market 2017f vs. 2013, according to Quantity





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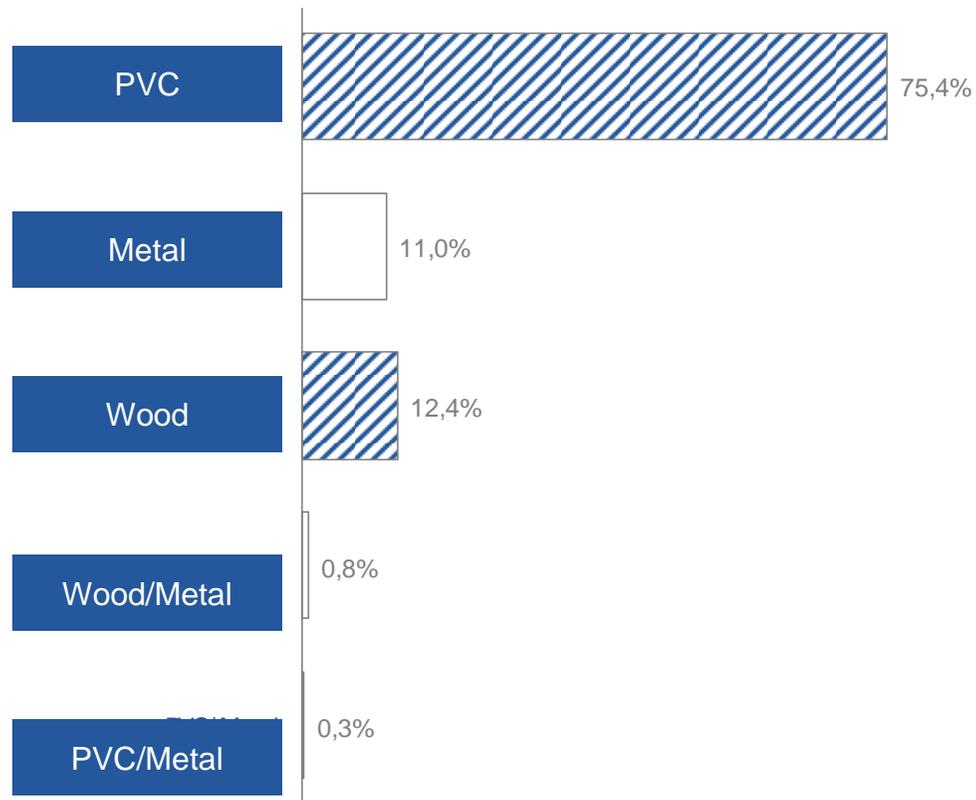
1.2 Frame Materials, Opening- and Glazing types

1.3 Trade Flow



PVC is the Most Popular Frame Material ...

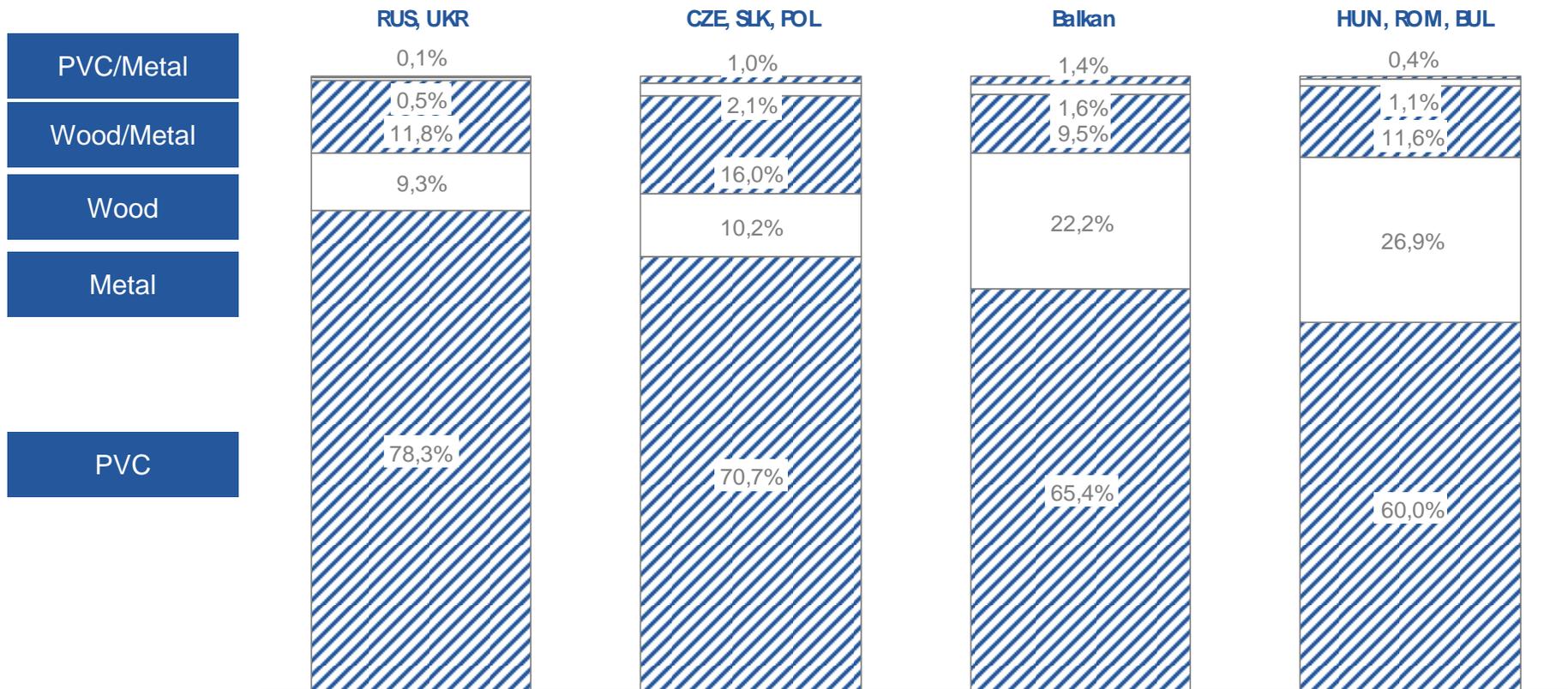
Eastern Europe by Frame Materials: Windows Market 2013, according to Quantity





... throughout all Markets in Eastern Europe

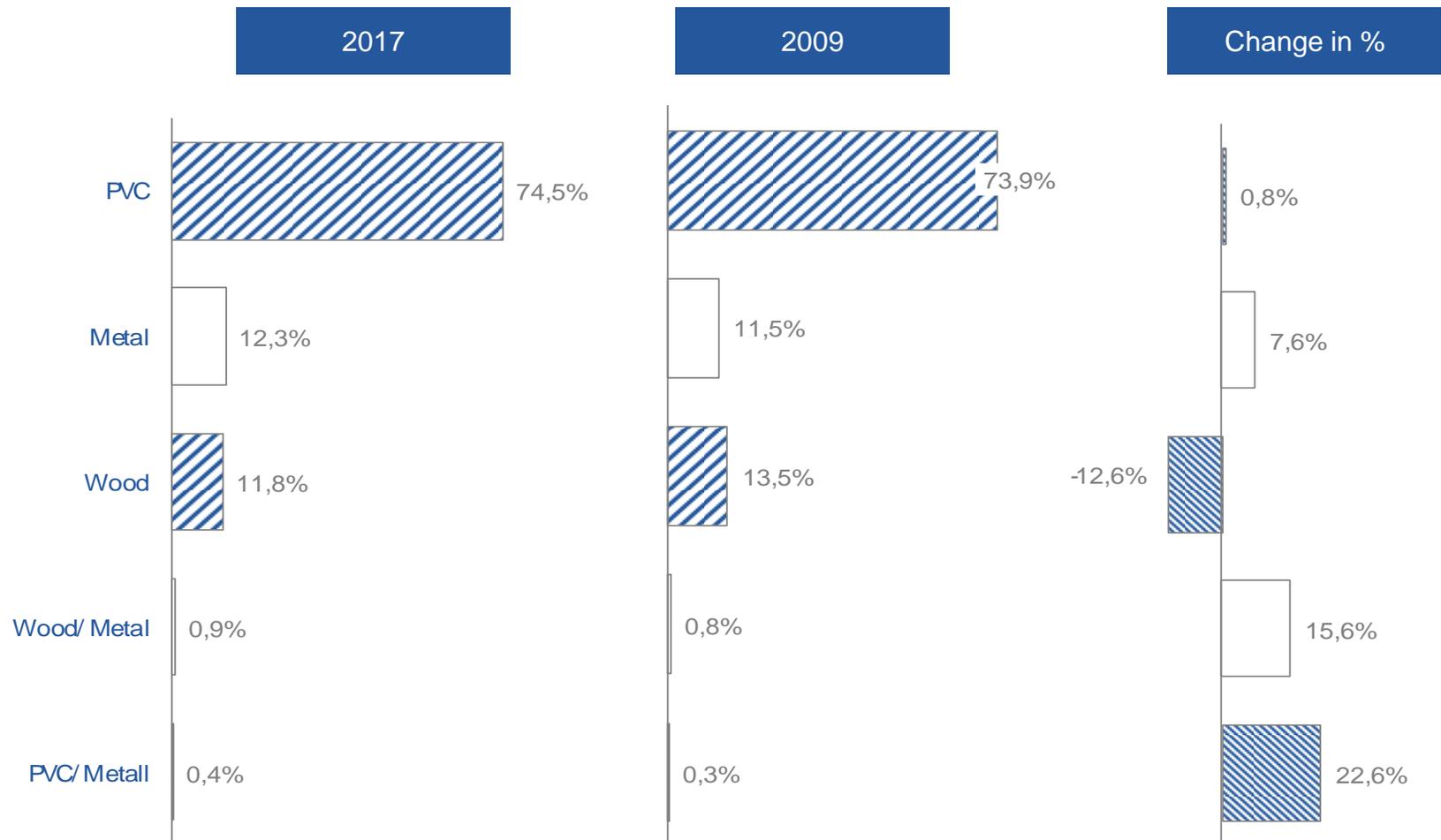
Eastern Europe by Frame Materials: Windows Market 2013, according to Quantity





Wood Loses its Popularity

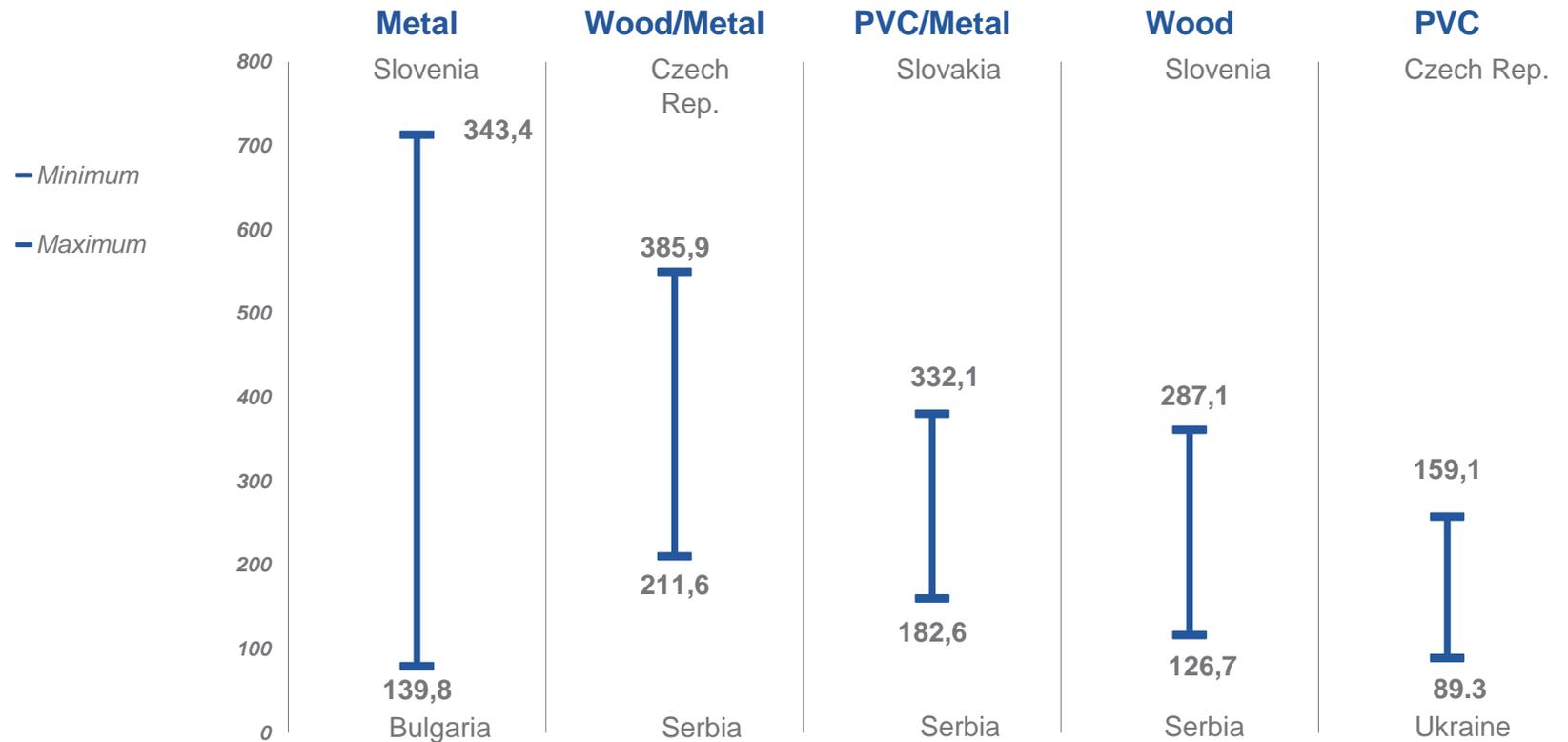
Product Groups: Windows Market 2017f vs. 2009, according to Quantity





Window Prices in Belgium Rather Moderate

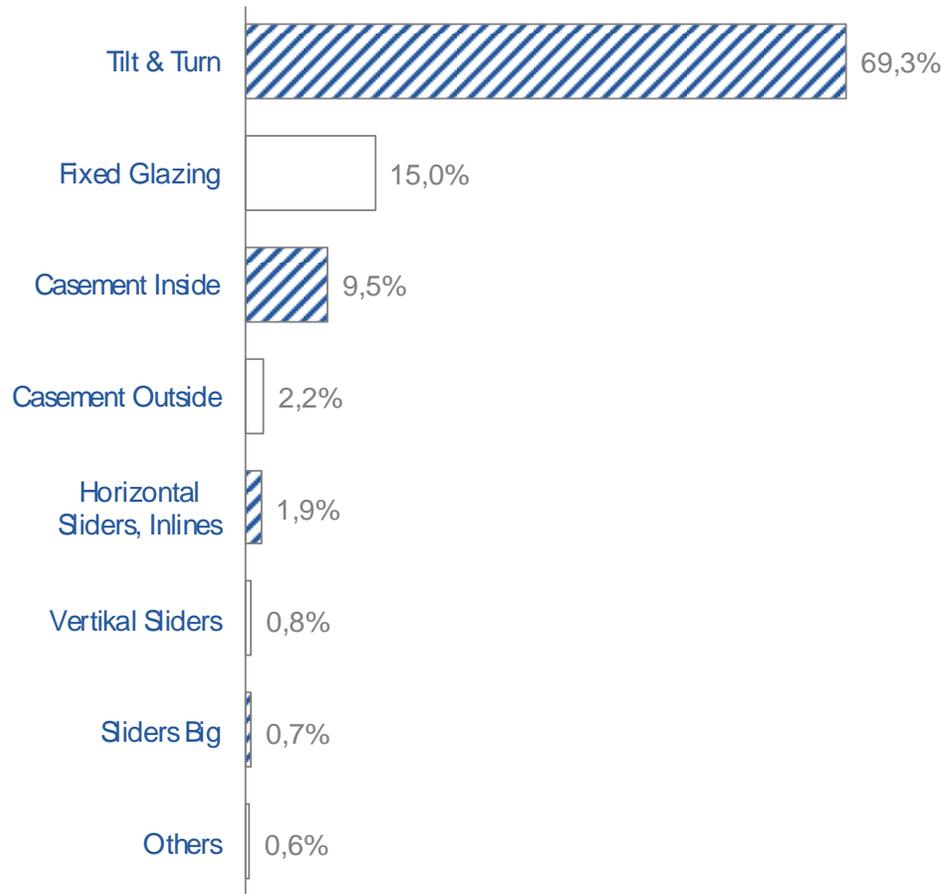
Average Prices in Belgium per Material Group in Comparison with Western European Spectrum 2013





More than 2/3 of the Windows Are Tilt & Turn

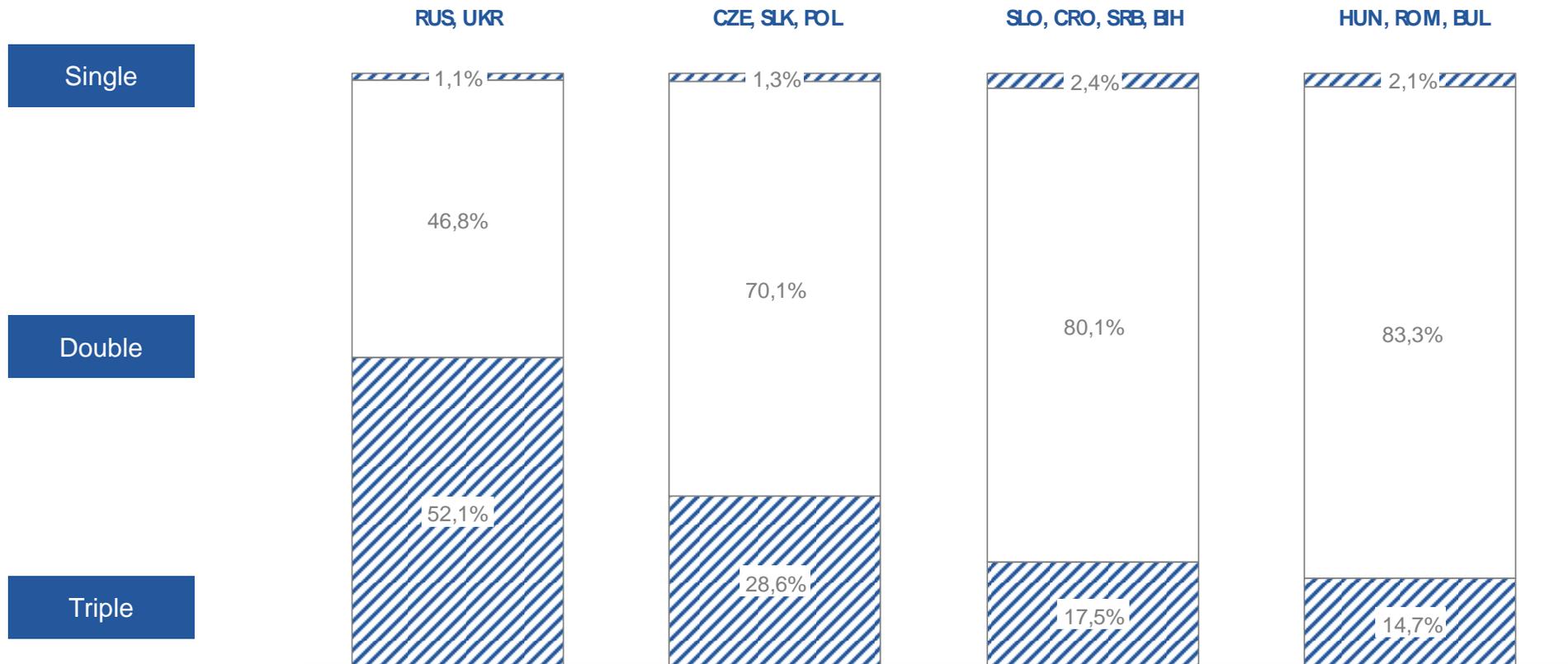
Opening Types in Eastern Europe: Market Share 2013; Quantity Shares in %





Diversity Rather Big When it Comes to Glazing Types

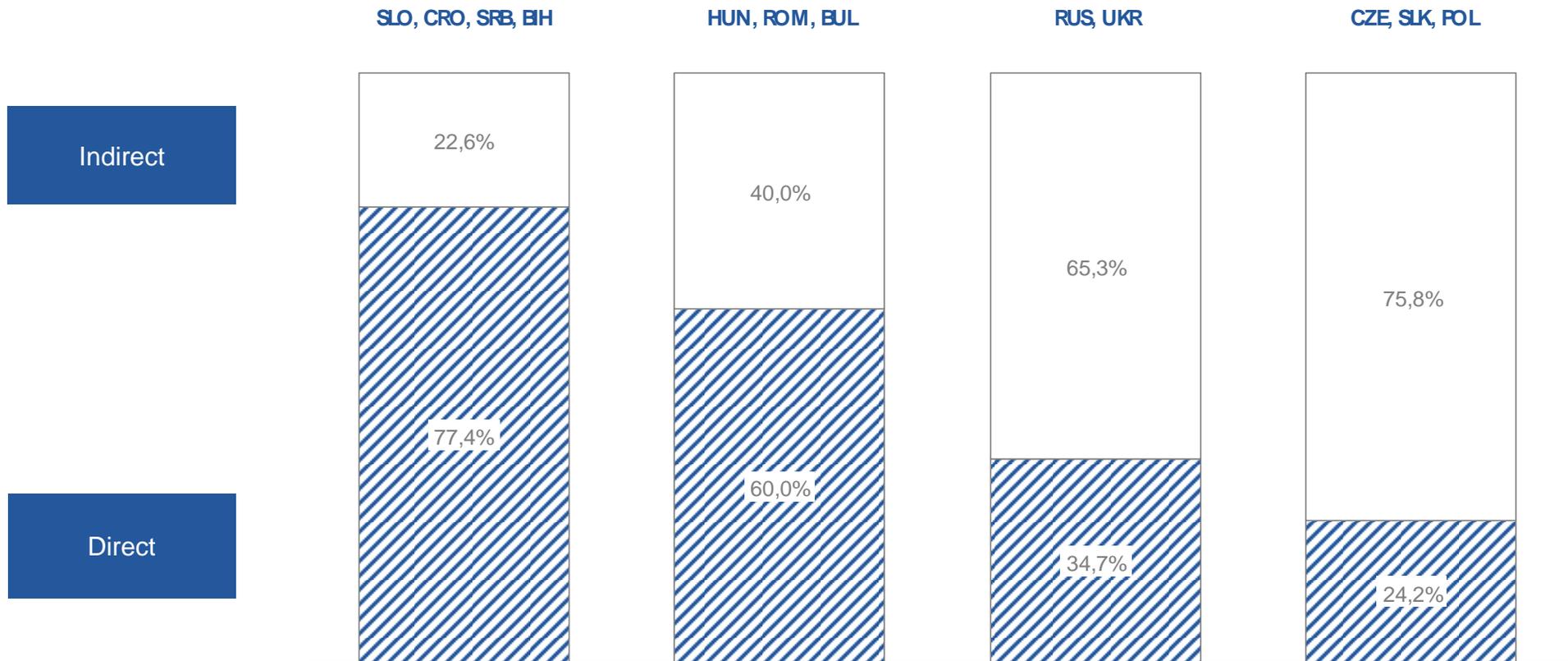
Glazing Types: Windows Market 2012, Quantity Shares in %





Polish Fabricators Boost Indirect Distribution

Distribution Channels in European Comparison: Windows Market 2013, Quantity Shares in %





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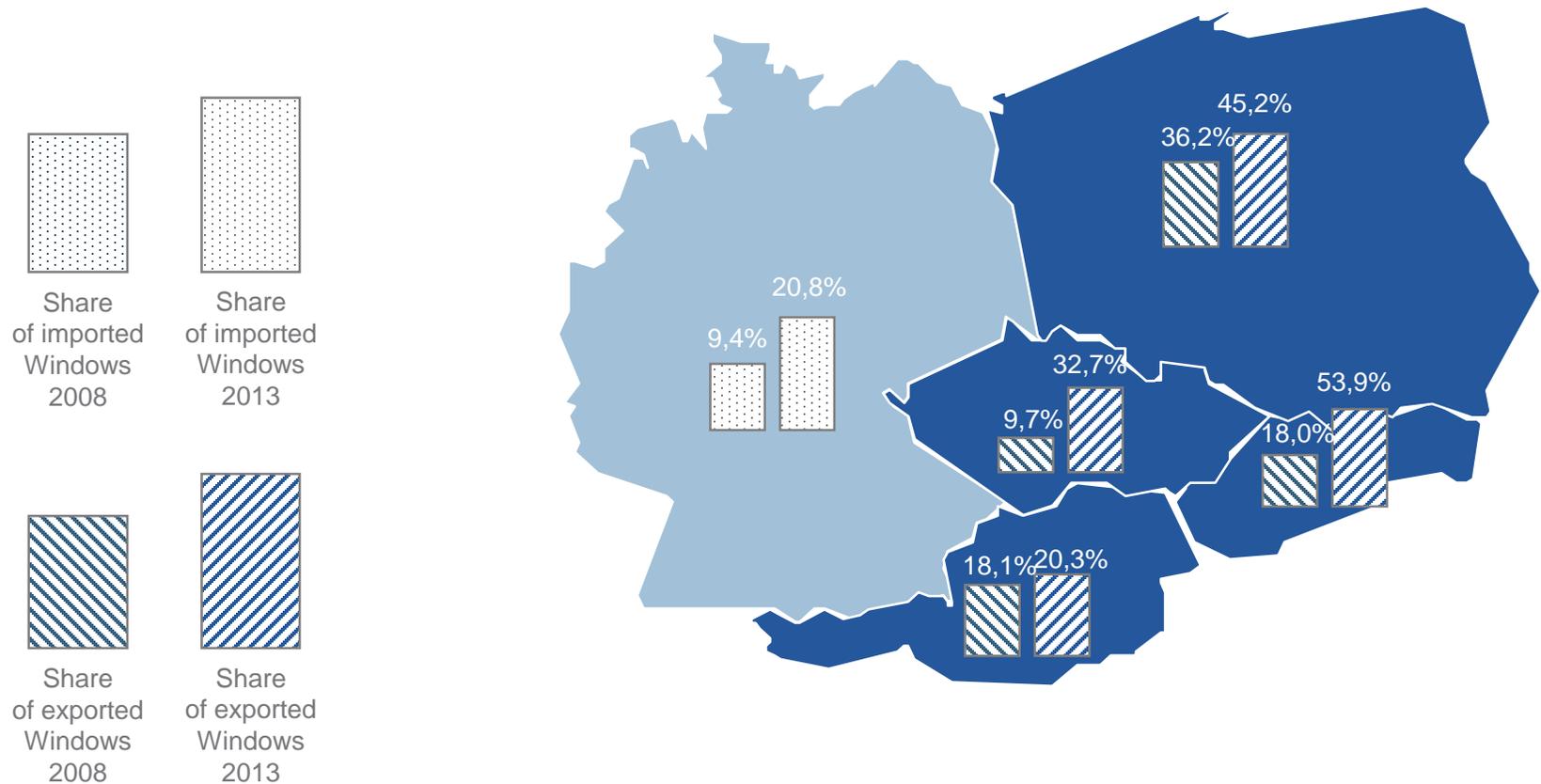
1.2 Frame Materials, Opening- and Glazing types

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The East Increasingly Produces For Export

Imports/Exports Windows 2008 vs. 2013, Quantity in %

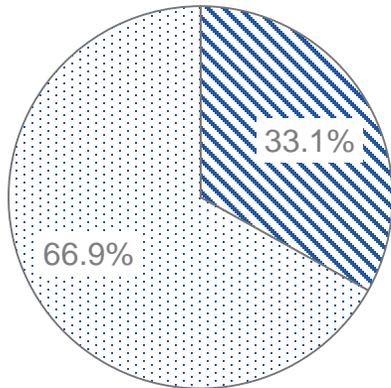




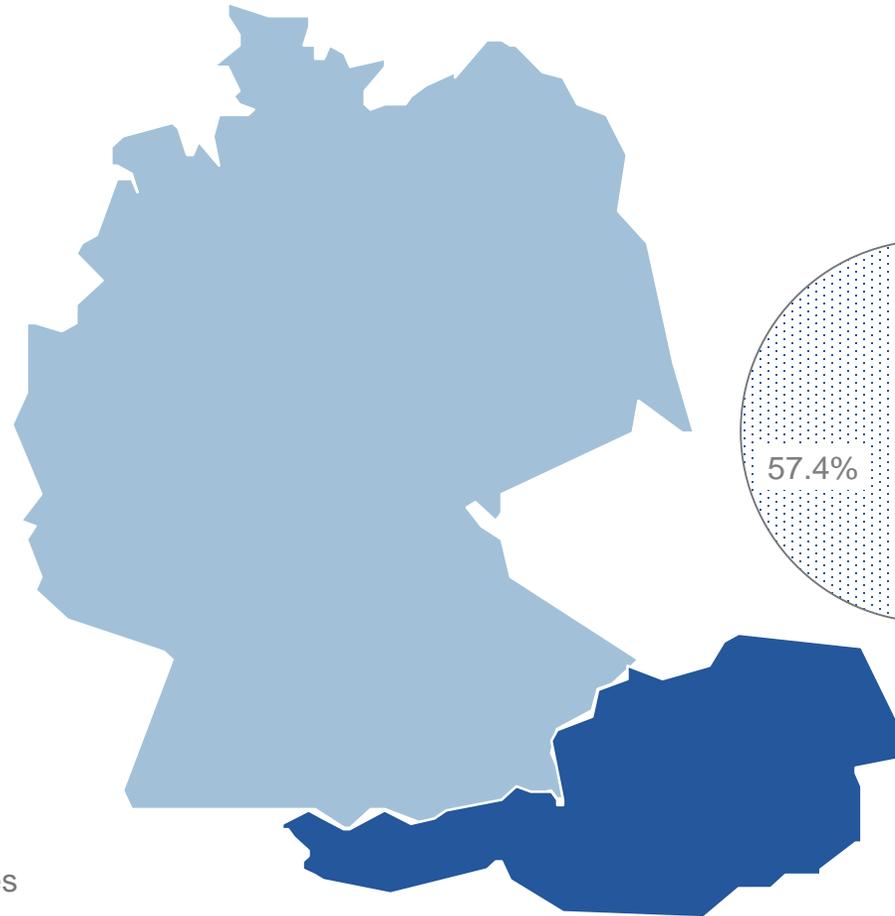
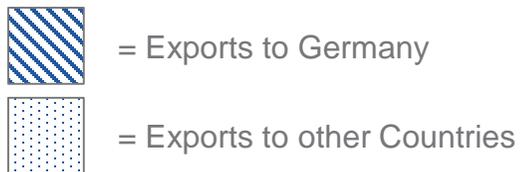
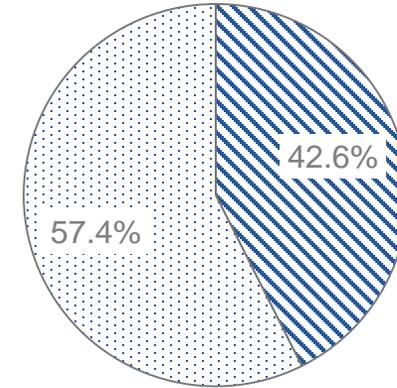
Germany is Becoming Increasingly Important for

Imports/Exports Windows 2008 vs 2013, Quantity in % in terms of national production

2008:
18,1% = 543.000
Windows Units



2013:
20,3% = 582.000
Windows Units



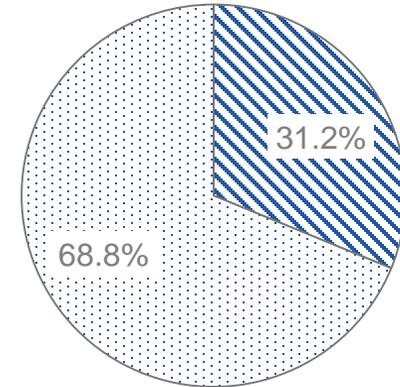
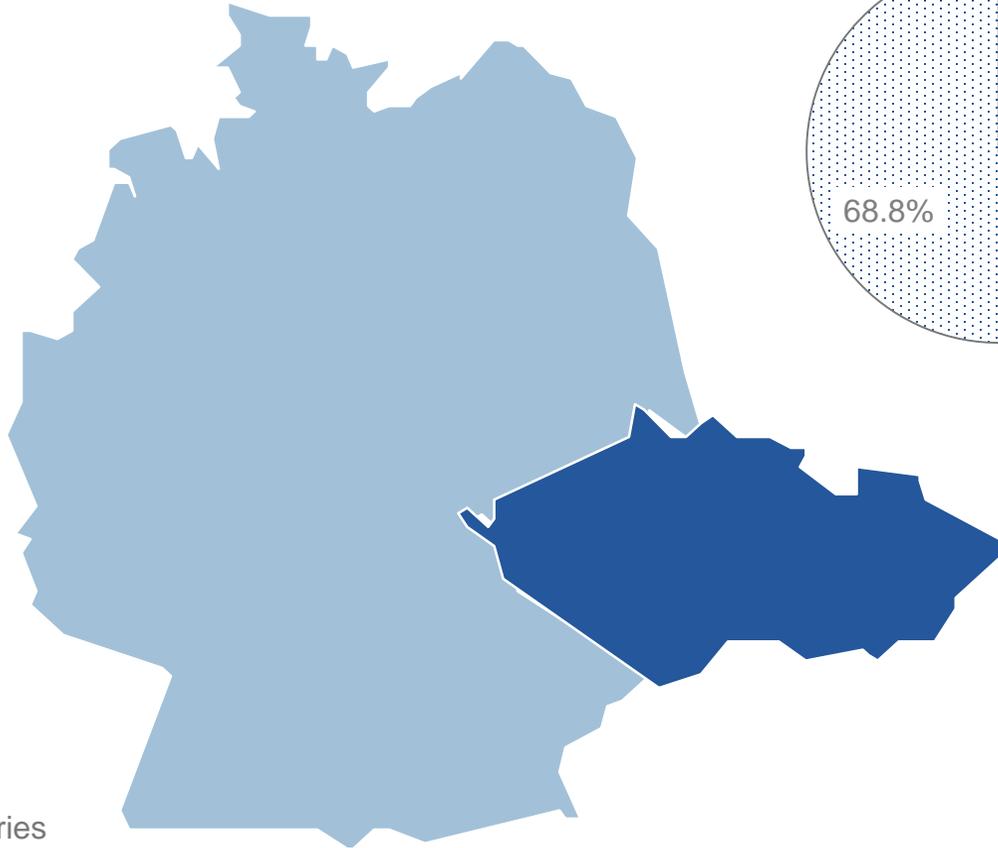
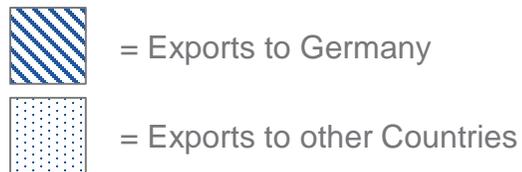
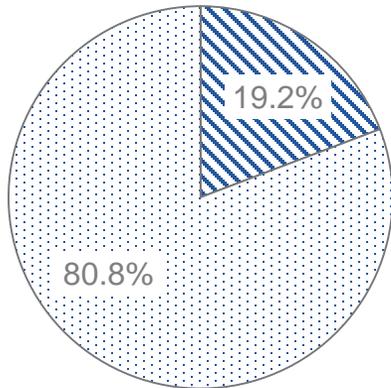


German Market Becomes Valuable for Czech

Imports/Exports Windows 2008 vs. 2013, Quantity in % in terms of national production

Producers

2008
9,7% = 166.000 Windows Units



2013
32,7% = 384.000 Windows Units



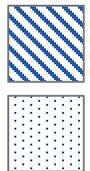
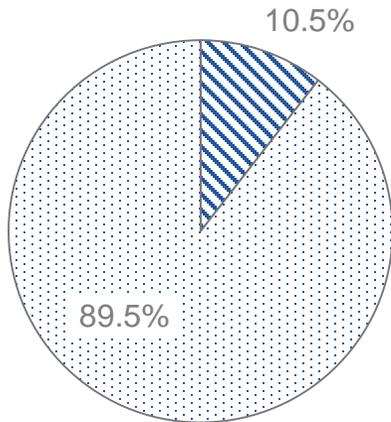
AFG Starts the Engines

Imports/Exports Windows 2008 vs. 2013, Quantity in % in terms of national production

2008

18,0% = 163.000

Windows Units



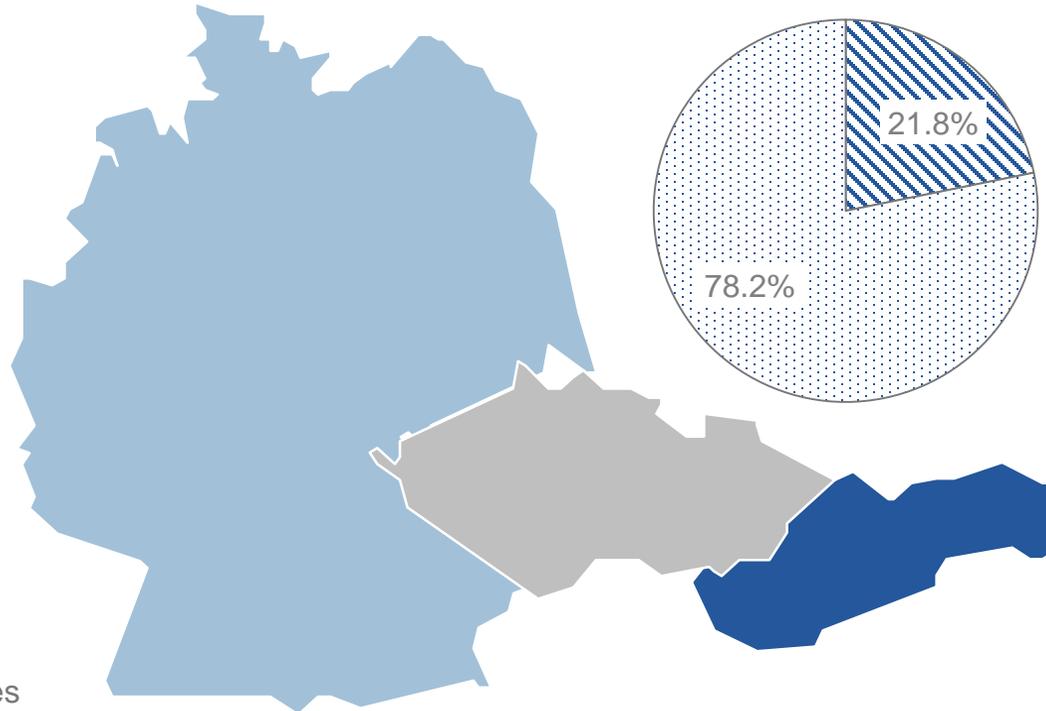
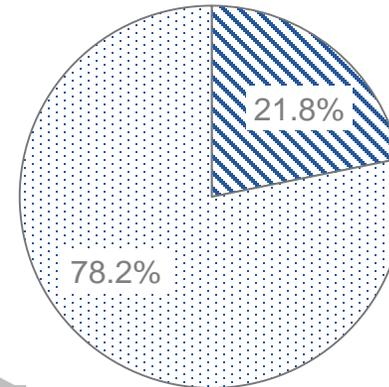
= Exports to Germany

= Exports to other Countries

2013

53,9% = 571.000

Windows Units





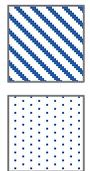
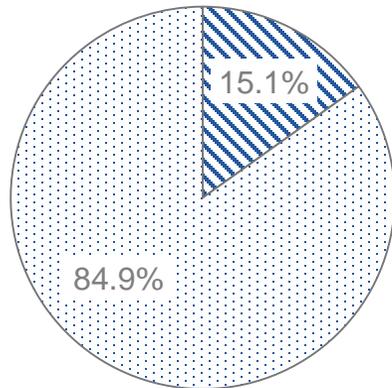
Almost Every Second Window from Poland is

Exported *Imports/Exports Windows 2008 vs. 2013, Quantity in % in terms of national production*

2008

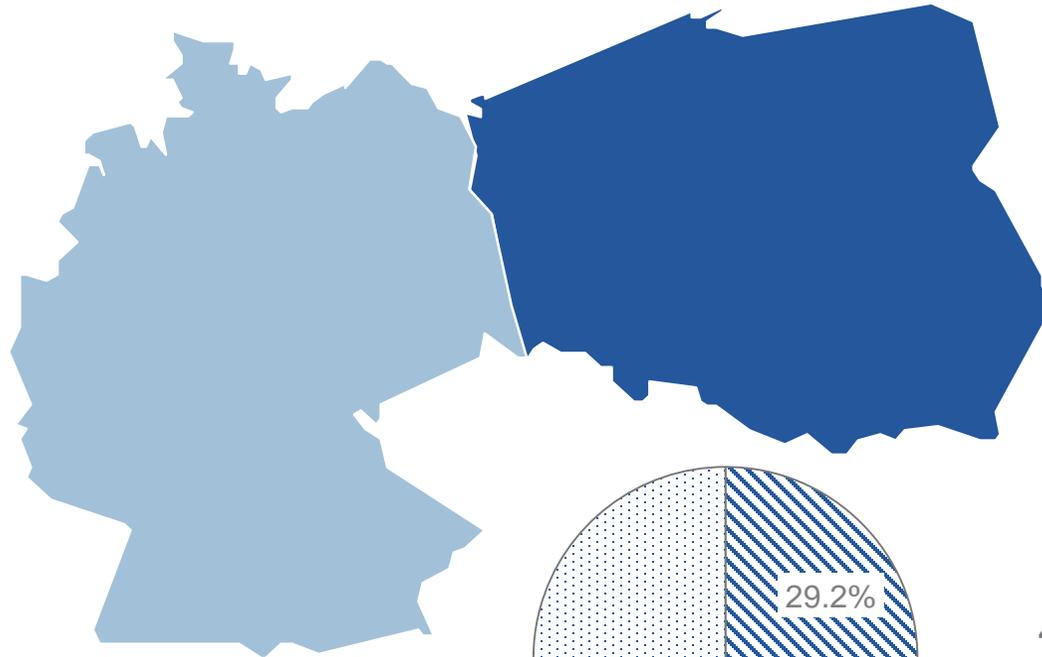
36,2% = 3.349.000

Windows Units



= Exports to Germany

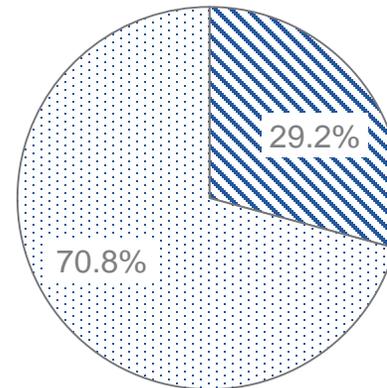
= Exports to other Countries



2013

45,2% = 4.457.000

Windows Units

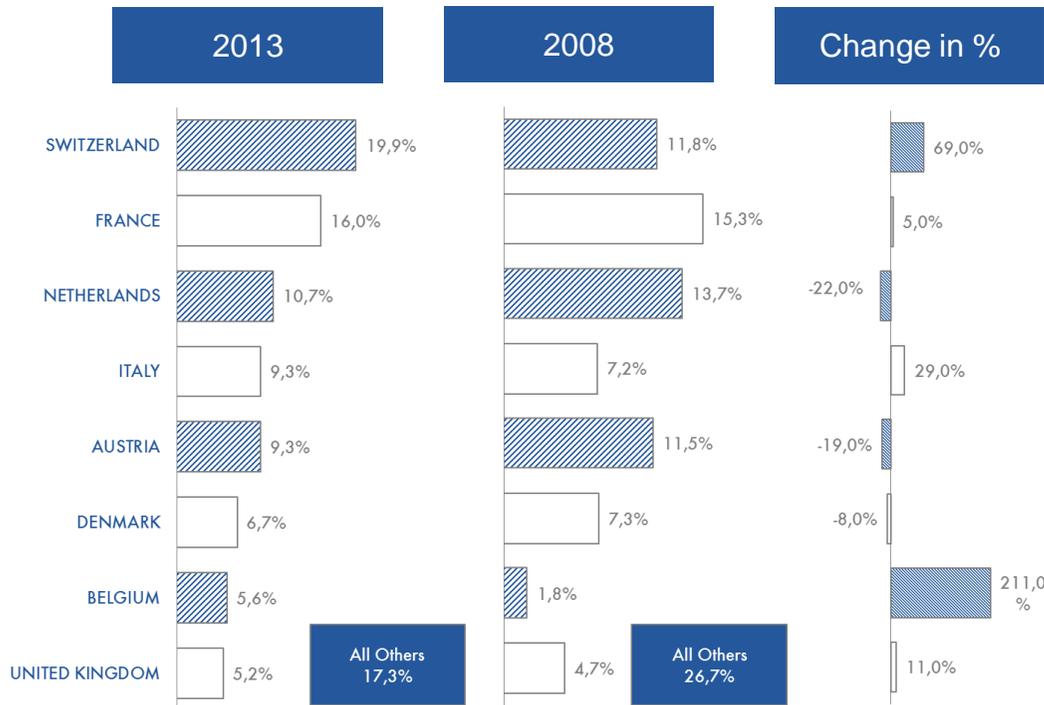




German Export Grow by 33%

Imports/Exports Windows 2008 vs. 2013, Quantity in % in terms of national production

2008 = 1.023.000 Windows Units
2013 = 1.364.000 Windows Units



For further questions
please do not hesitate to contact us!

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